



mobile
2020

Mobile2020 - final event
Heidrun Fammler, BEF Germany



Goal of this event

- To present mobile2020: its results, highlights and lessons learned to a competent audience dealing with cycling and urban planning on professional level
 - From 8 other international projects present here in Szentendre
 - Connected virtually to cycling activists and planners all over Europe through the live stream
- To get to know more about other international cycling projects and share experience with their representatives
- For this purpose we have collected a group of 40 enthusiastic cycling project experts from 16 EU member states to share views, knowledge and discuss about how cycling will look like in small and medium sized cities in 10 years from now.



Agenda - before lunch

Time	Session	
9:30-9:40	Welcome by the REC	Marta Szigeti Bonifert
9:40-9:55	Welcome by the project lead party	Heidrun Fammler
9:55-10:45	Lessons learned and selected examples	Sandra Oisalu, Bogdan Barbu, Csaba Mezei, Greg Spencer
10:45-11:05	Summary & Questions	Greg Spencer
11:05-11:25	Coffee break	
11:25-12:45	Frontlines of urban cycling development CENTRALMEETBIKE, TRANSPORT LEARNING, BICY, PRESTO, CYCLECITIES, CYCLING FOR CLEAN AIR, LIFE CYCLE & CYCLELOGISTICS	
12:45-13:00	Summary & Questions	Greg Spencer
13:00-14:00	Lunch	

Agenda - after lunch

Time	Session	
13:00-14:00	Lunch	
14:00 – 15:00	Frontlines of urban cycling development EUROPEAN MOBILITY WEEK, ECF, FINANCING URBAN CYCLING (HU, CEE)	
15:00-15:20	Summary and questions	Greg Spencer
15:20-16:15	Working groups: How does cycling fit in in our city in 10 years?	
16:15-16:45	Plenary report and conclusions	Heidrun Fammler



What was mobile2020 about?

OUR VISION:

- Wouldn't it be great if all cities had a modal share of 20% cyclists by 2020?
- That's what we were aiming for!

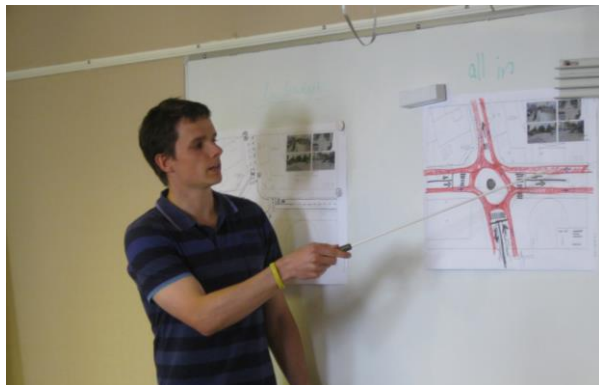
HOW DID WE WANT TO REACH IT?

capacity building, exchange and encouragement.

Train the trainers

Visibility actions

National working groups



Concept of the capacity development

Multiplication process in mobile2020



Exchange & spreading
of knowledge

- National working groups
- Around 350 cities were trained
- Study visit in GER/NL (2014)

National multiplication

22 national multipliers held
training seminars for planners in each
country (2013)

Train the trainers

- Nomination of 22 multipliers from
11 countries (2012)
- 4 training seminars à one week



Our activities

video clips

Study visit to DE/NL

**National working
groups**

Cycling tours

**Competition for
cities**

Exchange with other projects

website

seminars

Social networks

Cycling Handbook

Conference >Cycling in CEE<

Cycling „yellow pages“



The complexity of mobile2020

- Integrated urban and transport planning
- Transport development plan/ transport master plan
- Route types
- Requirements of a cycle network
- Integration of networks
- Route signalization
- Participation in planning
- Bicycle Policy Audit

Strategic and integrated urban and transport planning

- Cycling infrastructure
- Design principles
- Cycle track types
- Construction
- Quality control
- Signalization
- Traffic lights
- Parking facilities
- Pedelecs and E-bikes

Infra-structure

Material level

- General and local information
- Maps and route planners
- Brochures and calendars
- Intermodal bicycle transport
- Bicycle parking and service
- Rental bike systems
- Other bike services

Service for cyclists

Symbolic level

**Communi-
cation &
marketing
on
behavioural
change**

- Need of cycling promotion
- Communication strategies
- Identifying target groups
- Broad image and motivational campaigns
- Programmes and actions to motivate specific groups
- Stakeholder communication

Hands on experience to explore different cycling cultures



Multipliers



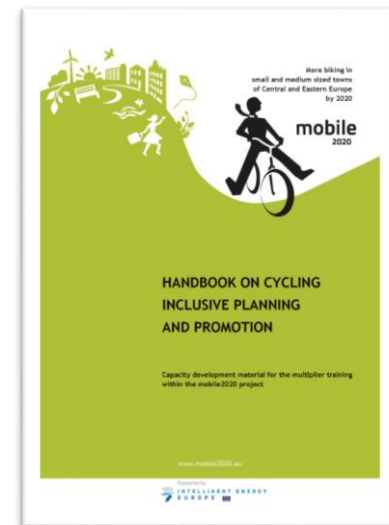
Municipalities (Bünde, DE)



Taking it to our target countries.

Our goal: reach more than 350 cities!

At the moment 360+!



Our results

- Reaching more than **360** cities with trainings on cycling planning
- Comprehensive handbook on cycling inclusive planning and promotion in **12 languages with more than 200 pages**
- **working groups** on cycling established in the 11 partner countries
- Interactive cycling-related **events**:
 - Cycling tours for different target groups
 - Video competitions
 - Municipality awards
 - Study visit with representatives of municipalities
 - International experience exchange in seminars and conferences





www.mobile2020.eu

Keeping Balance



Maintaining the Strong Cycling Culture
of Central and Eastern Europe



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